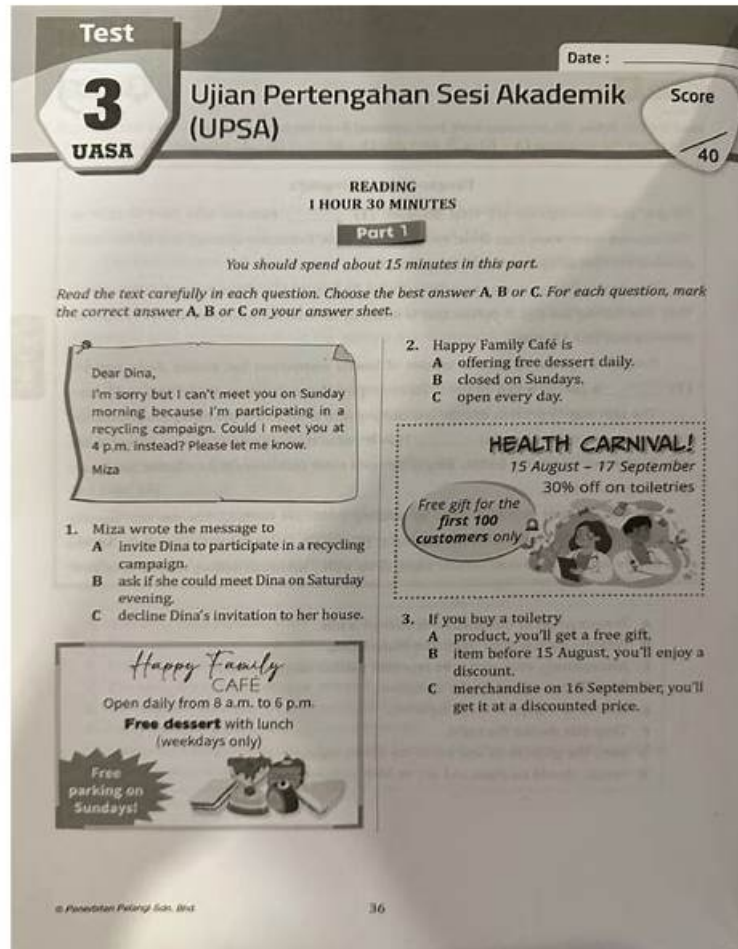# Valid Salesforce MC-101 Test Papers | Latest MC-101 Test Cost

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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• Marketing Concepts: This section of the exam measures skills of Marketing Specialists and covers the foundations of marketing strategy and its alignment with overall business objectives. It includes knowledge of email opt-in processes, understanding of privacy laws across regions, and the ability to define goals and metrics for campaigns. Candidates are also expected to recognize how different types of content and messaging create impact in customer experience scenarios.

Topic 2	• Email Sending and Journeys: This section of the exam measures skills of Marketing Specialists and emphasizes the configuration of journeys and email campaigns in Marketing Cloud Engagement. It ensures candidates can activate journeys, configure entry criteria, and manage email send wizard settings. It also covers differentiating between templates and content blocks, choosing the right journey functionality to meet business goals, and validating content rendering effectively.
Topic 3	• Data Management: This section of the exam measures skills of CRM Administrators and covers essential aspects of managing data in Marketing Cloud Engagement. It includes understanding import mechanisms, configuring data extension settings, and interpreting data extensions to target the right audience. Candidates are expected to recommend suitable ways to manage and organize data effectively for campaign success.
Topic 4	• Reporting and Analytics: This section of the exam measures skills of Marketing Specialists and highlights the use of reporting tools and analytics in Marketing Cloud Engagement. It includes identifying where to locate specific data, interpreting send results, and understanding the consequences of poor deliverability. The focus is on enabling candidates to analyze campaign performance and act on insights for optimization.
Topic 5	• Marketing Cloud Engagement Basics: This section of the exam measures skills of CRM Administrators and focuses on the fundamental features of Marketing Cloud Engagement. It evaluates the ability to set up account structures for different regions or business units, apply core platform features, and locate Salesforce resources for training and support. Candidates must also distinguish between identifiers such as subscriber keys, contact keys, and contact IDs, along with configuring Cloudpage form submissions when required.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q107-Q112):

NEW QUESTION # 107
Northern Trail Outfitters has a product recall and needs to send a dedicated email for each individual product with a serial number in the recall.
When sending to the targeted audience in a data extension, which configuration option should an associate utilize to ensure that a subscriber who purchased multiple products receives an email for each product?

- A. Utilize transactional send classification.
- B. Ensure deduplication is not selected,
- C. Disable Auto-suppression list.

Answer: B

Explanation:
To ensure that a subscriber who purchased multiple recalled products receives an email for each product, deduplication should not be selected. This allows Salesforce Marketing Cloud to send multiple emails to the same subscriber based on each unique product in the recall list.
* Why Avoid Deduplication: Deduplication limits each subscriber to a single email per send. Disabling it allows subscribers to receive distinct emails for each product they own.
* Salesforce Documentation Reference: For details, refer to Deduplication Settings.

NEW QUESTION # 108

A marketing associate at Cloud Kicks has been asked to manually import some data into Marketing Cloud Engagement. They receive a tab-delimited file named "products.txt" that is small enough to be imported from their desktop and contains column headings.

Which step should the associate take before importing the file into Marketing Cloud Engagement?

- A. Use Automation Studio to create a File Transfer activity.
- B. Create the target data extension in Marketing Cloud.
- C. Rename the file to "products.xml".

Answer: B

Explanation:
Before importing a file into Salesforce Marketing Cloud Engagement, it's essential to have a target data extension that matches the structure of the data being imported. The marketing associate must create a data extension with appropriate fields that correspond to the column headings in the "products.txt" file to ensure a smooth import process.
* Why Creating a Data Extension is Necessary: The data extension serves as the repository where the imported data will be stored. Without this, the data import would have no target location. The file's format and field names should match the data extension schema for the import to be successful.
* Salesforce Documentation Reference: For additional guidance, refer to Salesforce Marketing Cloud Documentation on Importing Data, which details the process of creating data extensions and importing data.

NEW QUESTION # 109
A marketing associate at Northern Trail Outfitters wants to confirm a possible Marketing Cloud Engagement outage before escalating.
What should the associate reference?

- A. Salesforce Help & Training
- B. Salesforce Trust Site
- C. Trailblazer Community

Answer: B

Explanation:
To confirm a possible Marketing Cloud Engagement outage before escalating, the associate should reference the Salesforce Trust Site. This site provides real-time information on system performance and security, including updates on incidents and maintenance for all Salesforce products, including Marketing Cloud. By checking the Salesforce Trust Site, the associate can quickly determine if there is an official outage or maintenance event affecting Marketing Cloud services, thereby informing the next steps for escalation or communication with stakeholders.

NEW QUESTION # 110
A marketing associate at Northern Trail Outfitters (NTO) notices the number of hard bounces increased after the most recent send.
Recently, NTO:
* Updated its Commercial Send Classification
* Incorporated a list of additional contacts gathered from an industry event into a sendable data extension
* Tested new subject lines in its email campaigns
What is causing the high bounce rate?

- A. Some newly added contacts' email addresses were invalid.
- B. The updated subject lines triggered spam alerts and the emails were flagged as junk.
- C. The newly added contacts had NOT given consent for email marketing.

Answer: A

Explanation:
The increase in hard bounces experienced by Northern Trail Outfitters (NTO) after incorporating a new list of contacts from an industry event is most likely due to some of the newly added contacts having invalid email addresses. Hard bounces typically occur when an email address is incorrect, nonexistent, or has been deactivated. When a list is newly integrated into a sendable data extension without thorough validation or cleaning, there's a higher likelihood that it contains email addresses that are no longer valid, leading to an increase in hard bounces.

It's essential for marketing teams to perform email address validation and list cleaning, especially when incorporating new lists from external sources like industry events, to maintain email deliverability and sender reputation.

References: Best practices in email marketing stress the importance of maintaining list hygiene by regularly validating and cleaning email lists to minimize hard bounces and ensure effective communication with the audience.

NEW QUESTION # 111

Cloud Kicks is sending an email and wants to avoid any auto-responses filling up the customer service inbox so that support staff can respond to customer inquiries.

Which feature is configured in an account to meet these requirements?

- A. From Address Management
- B. Reply Mail Management
- C. Delivery Profiles

Answer: B

Explanation:

To avoid auto-responses from filling up the customer service inbox, Cloud Kicks should configure Reply Mail Management (RMM) in their Salesforce Marketing Cloud account. RMM is a feature that handles replies to emails sent from Marketing Cloud, including managing auto-responses. With RMM, automatic replies, such as out-of-office notifications, can be filtered out or redirected to a specific email address, ensuring they do not clutter the customer service inbox.

This allows customer service staff to focus on genuine customer inquiries and provide timely and effective support. RMM can be customized to suit different operational needs, ensuring that only relevant replies reach the customer service team.

References: Salesforce Marketing Cloud documentation on Reply Mail Management provides comprehensive information on how to set up and customize RMM to manage and filter email replies effectively, improving operational efficiency and customer service responsiveness.

NEW QUESTION # 112

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